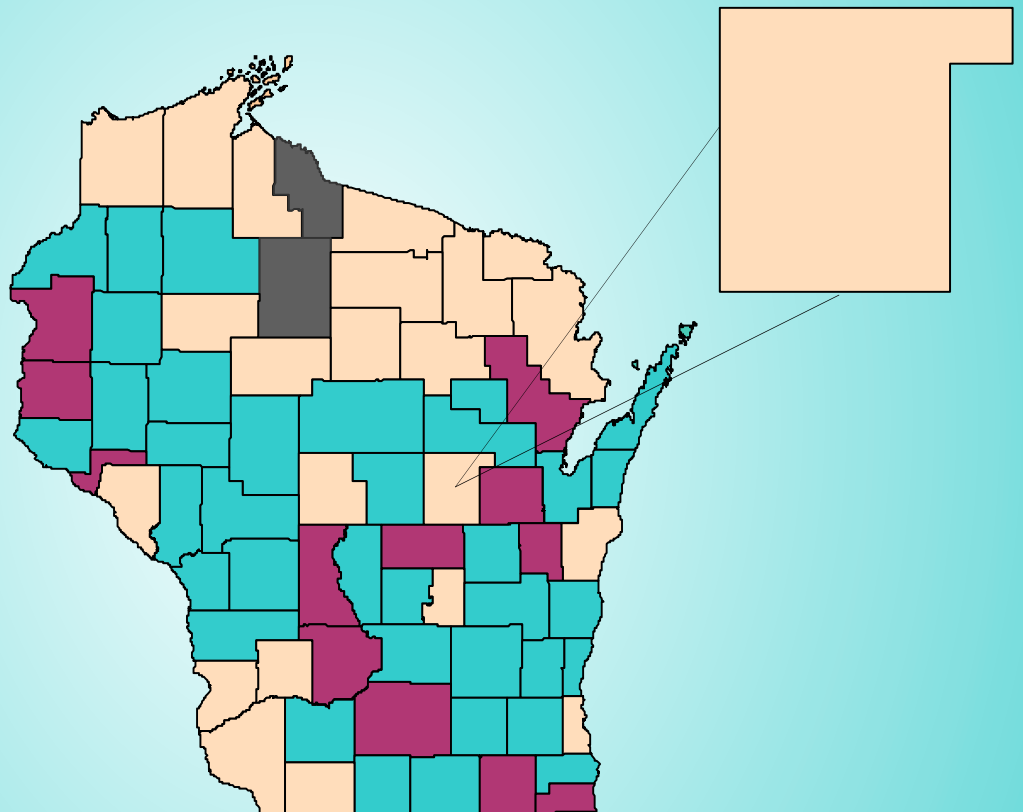


# Waupaca County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.  
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



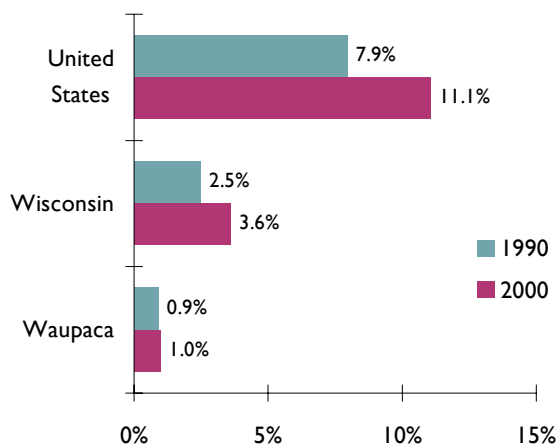
## County Population

Waupaca County's population grew at a slightly slower rate than the State of Wisconsin during the last two years. The difference between the nation's growth rate and that of the county is more significant. Since the census, the county's growth rate of 1.5 percent is about 25 percent less than that of the United States. Wisconsin's growth rate of 1.7 is closer to the county's rate of growth. This lower growth rate in the county is a change for the county which had a faster growth rate during the last decade when the population increased 9.2 percent. The state and national growth rates during that decade were 8.5% and 8.7%, respectively.

The largest population increase in any municipality was 87. This was the Town of Dayton, which also had the highest growth rate at 3.2 percent. Not all of the municipalities had a population increase over the last two years. The cities of Clintonville and Weyauwega each lost population, although the declines were quite small. Weyauwega was down one and the City of Clintonville decreased by 38. Small changes like this are not unusual in communities which can fluctuate quite frequently.

The county continues to have a very low percentage of foreign-born in its population. Only one percent of the population indicated in the 2000 Census they were born in a foreign country. This number has increased by 11 percent since 1990.

**Share of Foreign-born Residents**



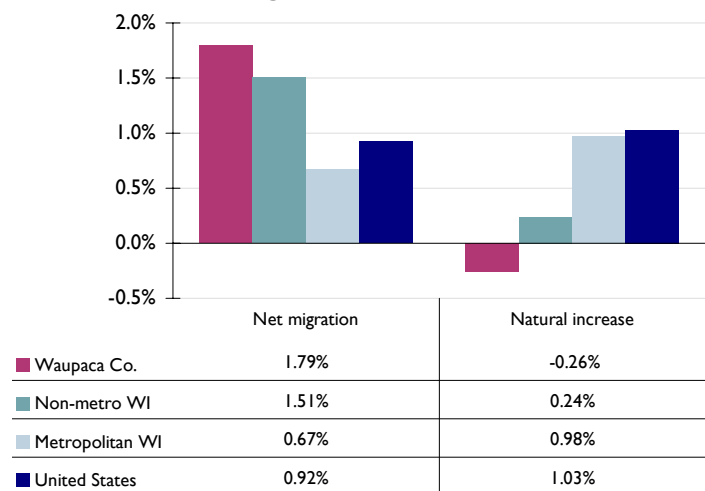
Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

**Total Population**

|                               | April 2000<br>Census | January 1, 2002<br>estimate | Percent<br>change |
|-------------------------------|----------------------|-----------------------------|-------------------|
| <b>United States</b>          | 281,421,906          | 286,923,000                 | 2.0%              |
| <b>Wisconsin</b>              | 5,363,701            | 5,453,896                   | 1.7%              |
| <b>Waupaca County</b>         | 51,825               | 52,622                      | 1.5%              |
| <b>Largest Municipalities</b> |                      |                             |                   |
| Waupaca, City                 | 5,676                | 5,750                       | 1.3%              |
| New London, City*             | 5,618                | 5,676                       | 1.0%              |
| Clintonville, City            | 4,736                | 4,698                       | -0.8%             |
| Farmington, Town              | 4,148                | 4,231                       | 2.0%              |
| Dayton, Town                  | 2,734                | 2,821                       | 3.2%              |
| Mukwa, Town                   | 2,773                | 2,814                       | 1.5%              |
| Weyauwega, City               | 1,806                | 1,805                       | -0.1%             |
| Lebanon, Town                 | 1,648                | 1,689                       | 2.5%              |
| Royalton, Town                | 1,544                | 1,559                       | 1.0%              |
| Caledonia, Town               | 1,466                | 1,499                       | 2.3%              |

\* Waupaca County portion only

**Net migration and natural increase**



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

The rate of increase for foreign-born is less than the state and national growth rates.

The two sources of population growth are natural increase which is the number of births minus the number of deaths, and net migration which counts the number of residents moving into the county and subtracts the number moving out of the area. The county's source of the population growth is

(Continued on page 2)

# Waupaca County Workforce Profile

## Population Projections by Age Groups in Waupaca County

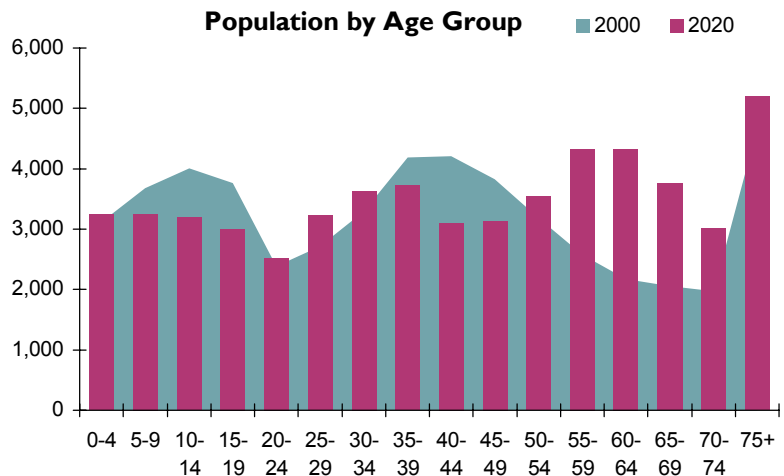
|             | 0-4   | 5-9   | 10-14 | 15-19 | 20-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45-49 | 50-54 | 55-59 | 60-64 | 65-69 | 70-74 | 75+   |
|-------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| <b>2000</b> |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Male        | 1,585 | 1,866 | 2,095 | 1,974 | 1,214 | 1,381 | 1,649 | 2,140 | 2,120 | 1,978 | 1,664 | 1,332 | 1,088 | 1,001 | 967   | 1,881 |
| Female      | 1,534 | 1,817 | 1,908 | 1,790 | 1,176 | 1,333 | 1,647 | 2,047 | 2,089 | 1,844 | 1,513 | 1,245 | 1,086 | 1,055 | 1,002 | 2,798 |
| <b>2005</b> |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Male        | 1,520 | 1,671 | 1,938 | 2,044 | 1,564 | 1,349 | 1,505 | 1,741 | 2,194 | 2,146 | 2,008 | 1,683 | 1,366 | 1,009 | 934   | 1,946 |
| Female      | 1,457 | 1,618 | 1,890 | 1,836 | 1,445 | 1,356 | 1,433 | 1,730 | 2,105 | 2,099 | 1,841 | 1,526 | 1,255 | 1,056 | 976   | 2,754 |
| <b>2010</b> |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Male        | 1,575 | 1,581 | 1,716 | 1,880 | 1,607 | 1,724 | 1,468 | 1,588 | 1,781 | 2,216 | 2,179 | 2,029 | 1,730 | 1,284 | 973   | 2,005 |
| Female      | 1,509 | 1,518 | 1,665 | 1,816 | 1,480 | 1,645 | 1,463 | 1,512 | 1,786 | 2,118 | 2,096 | 1,860 | 1,547 | 1,230 | 986   | 2,696 |
| <b>2015</b> |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Male        | 1,642 | 1,608 | 1,609 | 1,642 | 1,453 | 1,758 | 1,840 | 1,530 | 1,605 | 1,777 | 2,224 | 2,178 | 2,060 | 1,621 | 1,254 | 2,086 |
| Female      | 1,574 | 1,542 | 1,547 | 1,590 | 1,453 | 1,680 | 1,748 | 1,535 | 1,555 | 1,788 | 2,103 | 2,105 | 1,876 | 1,514 | 1,147 | 2,653 |
| <b>2020</b> |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Male        | 1,659 | 1,660 | 1,627 | 1,525 | 1,254 | 1,576 | 1,857 | 1,895 | 1,533 | 1,588 | 1,770 | 2,209 | 2,199 | 1,921 | 1,596 | 2,400 |
| Female      | 1,589 | 1,592 | 1,562 | 1,474 | 1,269 | 1,651 | 1,778 | 1,822 | 1,576 | 1,555 | 1,773 | 2,111 | 2,121 | 1,836 | 1,412 | 2,790 |

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

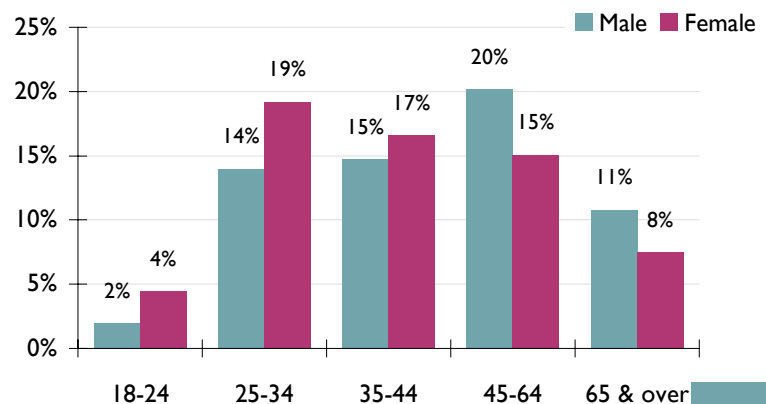
totally from net migration. The county had a loss in population based on natural causes. The state average had 56 percent of its population come from migration. The county is a destination for new residents who seek to take advantage of the numerous natural amenities of the county as well as the availability of opportunities for employment available in Winnebago and Outagamie counties, which are easily accessible via Highways 10 and 45. This premise is substantiated by the commuting patterns for the county.

The decline in population from natural causes will not have an impact on the potential labor force in the county until about 2015. Based on the table above and chart to the right the number reaching retirement age of 65 will begin to exceed the population reaching entry age to the labor force at that time. It is possible at that time, the county's labor force will begin to decrease.

The percent of women under age 44 with a bachelor's degree or higher is in line with state and national trends exceeding the percent of males with a bachelor's degree. During the last 30 years the percentage of women graduating from college has increased dramatically. Currently about 65 percent of college graduates in the state and nation are female.



## Percent of age group with at least a Bachelor's degree in Waupaca County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

## Labor Force Characteristics

The U. S. Bureau of Labor Force Statistics defines the labor force aged population as the sum of all employed and unemployed persons who are 16 years old and older. (People who are not working includes people who are unemployed and people who are not in the labor force. Examples of people who are not working, but who are not unemployed are retirees or people who choose not to work.)

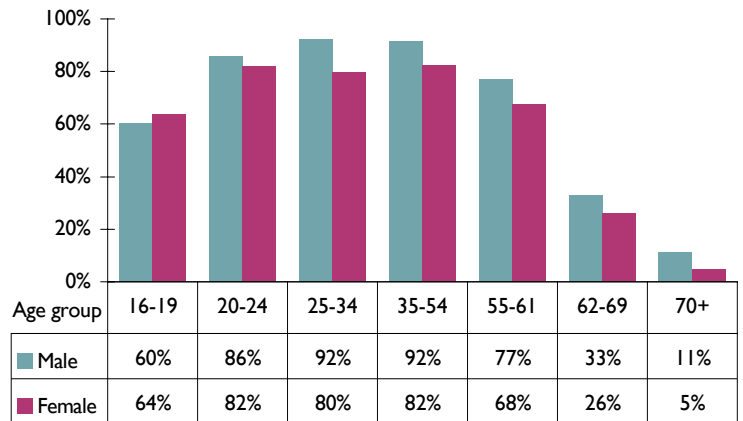
Another term used with labor force data is the *labor force participation rate*. The participation rate is the percent of the labor force aged population in the county that is actually connected to the labor force either by working or unemployed and looking for work. The participation rate gives some indication on the utilization of the available pool of workers and also the potential to draw additional workers into the labor force for business growth. Wisconsin has been in the top five participation rates in the nation for over a decade now. About 73 percent of the state's labor force aged population is in the labor force. This compares to 66.9 percent for the nation. The participation rate in Waupaca County is midway between the national and the state average at 69.3 percent. The trend over the last five years has been a decline in the percent of workers in the labor force between 1997 and 1999, and then increasing minimally between 2000 and 2002 for the county and state.

The participation rate varies during the time of year as well as from year to year. This is due to changes in the seasonal economic cycle in the area as well as what is happening in the overall business cycle. It also varies by age and gender. Participation in the labor force is usually lower in the early years as many in this population group are still attending school on a full time basis. However this changes in the early twenties and will normally peak between the ages of 25 and 54 at which time the participation rate begins to decline as workers begin to retire.

The participation rate for women has increased tremendously during the last half century when less than 50 percent of women were in the labor force.

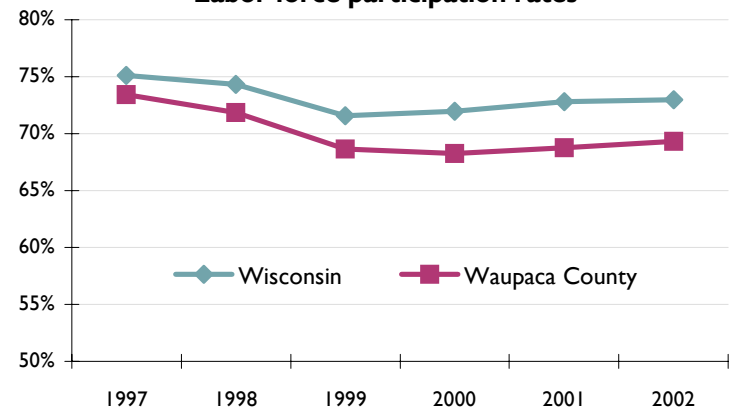
(Continued on page 4)

**Waupaca Labor Force Participation by Age & Sex in 2000**



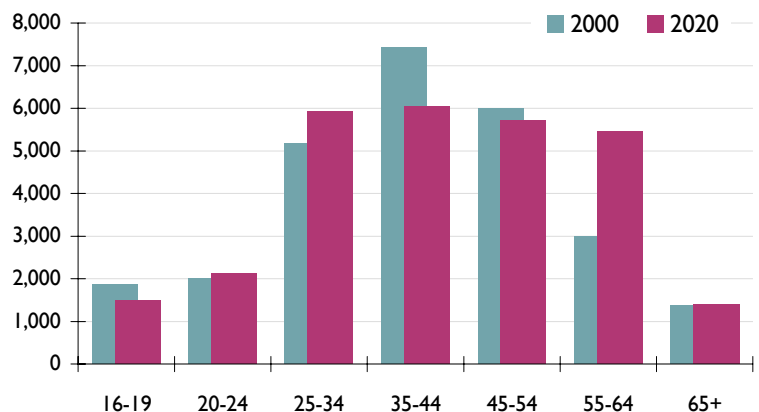
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

**Labor force participation rates**



Source: WI DWD, Office of Economic Advisors, 2003

**Labor Force by Age in 2000 & 2020 in Waupaca County**



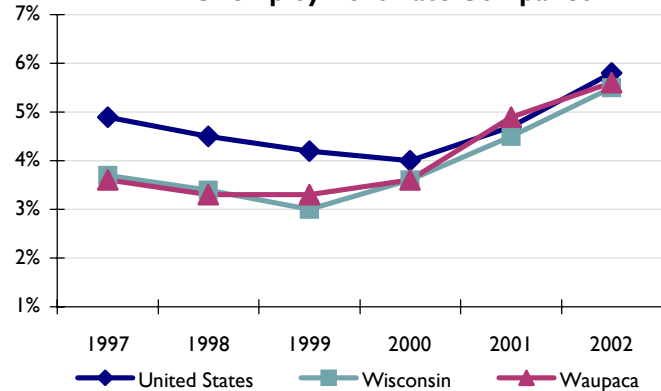
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

## Waupaca County Workforce Profile

Today, their participation is nearly equal to men in most of the age categories. In the 16 to 19 year old group, participation by women exceeds that of men.

Waupaca's unemployment rate has followed the states rate very closely over the last six years. Both have risen sharply since the economic downturn in 2000 and are about the same as the national rate. During this time the labor force has increase about 300, but the number employed has decreased about the same. This has resulted in an increase of nearly 600 more unemployed in 2002.

**Unemployment Rate Comparison**



**Waupaca County Civilian Labor Force Data**

|                   | 1997   | 1998   | 1999   | 2000   | 2001   | 2002   |
|-------------------|--------|--------|--------|--------|--------|--------|
| Labor Force       | 26,952 | 26,703 | 25,591 | 26,517 | 26,987 | 27,224 |
| Employed          | 25,969 | 25,831 | 24,752 | 25,554 | 25,657 | 25,694 |
| Unemployed        | 983    | 872    | 839    | 963    | 1,330  | 1,530  |
| Unemployment Rate | 3.6%   | 3.3%   | 3.3%   | 3.6%   | 4.9%   | 5.6%   |

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

## Occupations in demand

Most of the fastest growing jobs in the region require either an associate or bachelor's degree. This is quite different than the jobs that expect the most openings in area. The two lists are quite different in the wages and training requirements.

The fastest growing occupations offer fewer openings, but they offer substantially higher wages, and are transportable to other regions of the state and country.

Many of the fastest growing occupations have a smaller number of positions, so a small increase can be a large percent of the field, while the occupations with most openings already have a large number of jobs, so it is more difficult to obtain a high growth rate. Another difference between the two lists is that the fastest growth measures only new positions, while the list with most openings contains both new openings as well as openings created by workers leaving the occupations.

**Fox Valley Region Occupation Projections: 2010**

|                | Top Ten Occupations                 | Education & Training Typically Required* | Average Wage** |
|----------------|-------------------------------------|--|----------------|
| Fastest Growth | Computer Support Specialists        | Associate degree                         | \$19.11        |
|                | Desktop Publishers                  | Postsecondary voc. trng                  | \$16.74        |
|                | Medical Records/Health Info Techs   | Associate degree                         | \$10.98        |
|                | Computer Software Engrs Apps        | Bachelor's degree                        | \$31.19        |
|                | Network/Computer Systems Admin      | Bachelor's degree                        | \$25.09        |
|                | Personal and Home Care Aides        | 1-month or less training                 | \$8.33         |
|                | Medical Assts                       | 1-12 mo. on-the-job training             | \$11.21        |
|                | Network Sysms/Data Comm Anal        | Bachelor's degree                        | \$14.09        |
|                | Social/Human Service Assts          | 1-12 mo. on-the-job training             | \$11.62        |
|                | Fitness Trainers/Aerobics Instruct  | Postsecondary voc. trng                  | \$9.90         |
| Most Openings  | Comb Food Prep/Serv Wrk/Incl Fast   | 1-month or less training                 | \$7.37         |
|                | Retail Salespersons                 | 1-month or less training                 | \$10.25        |
|                | Cashiers                            | 1-month or less training                 | \$7.62         |
|                | Waiters/Waitresses                  | 1-month or less training                 | \$6.96         |
|                | Registered Nurses                   | Bachelor's degree                        | \$20.72        |
|                | Labrs/Frght/Stock/Matrl Movers/Hand | 1-month or less training                 | \$9.91         |
|                | Janitors/Cleanrs Ex Maids/Hskpng    | 1-month or less training                 | \$9.32         |
|                | Office Clerks/General               | 1-month or less training                 | \$10.62        |
|                | Stock Clerks/Order Fillers          | 1-month or less training                 | \$9.88         |
|                | Nursing Aides/Orderlies/Attendants  | 1-month or less training                 | \$9.44         |

\* The most common way to enter the occupation, not the only way

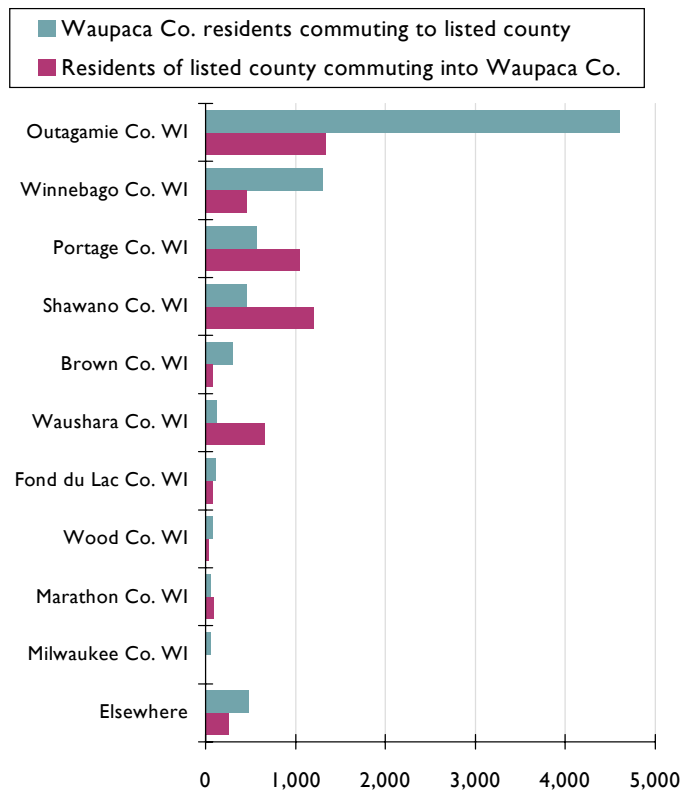
\*\* Wages from Occupation Employment Statistics survey responses for region, 2001  
Fox Valley WDA includes Calumet, Fond du Lac, Green Lake, Outagamie, Waupaca, Waushara and Winnebago counties.

Source: WI DWD, Bureau of Workforce Information, 2002

## County Commuting Patterns

Not all of the county's residents work within the county, and not all of the jobs within the county are filled by local workers. Some of the workers work in neighboring counties. In some counties where cities and towns cross county lines, this may be nothing more than just crossing a street or river. In other places there may be a substantial commute.

Generally, large metropolitan areas attract workers from the surrounding counties as wages and occupational opportunities are more abundant than in more rural counties. When looking at the commuting patterns for Waupaca County, this seems to be substantiated. Commuting patterns is one additional way of looking at a county's labor force.

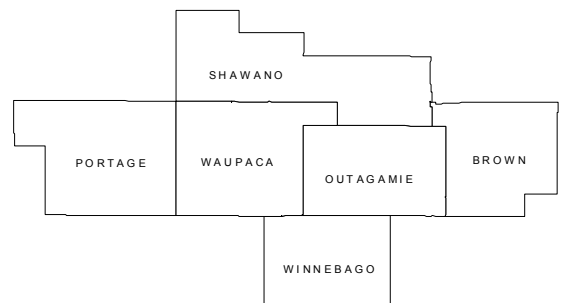


Looking at the chart to the left and the table below it is easy to surmise that Waupaca County is an exporter of workers. The interaction between jobs and workers from other counties is not limited to just one county, but several, although the majority of loss of workers does occur primarily with Outagamie County, the county's neighbor to the east.

Although the county loses a large number of workers to Outagamie and Winnebago, it also has some very positive exchanges with other counties such as Portage, Shawano, Waushara Counties. Overall, the county exports over 2,900 more workers to surrounding counties than it receives.

|                    | Waupaca Co.<br>residents commuting<br>to listed county | Residents of listed<br>county commuting<br>into Waupaca Co. | Net gain or<br>loss of<br>workers |
|--------------------|--|---|-----------------------------------|
| Outagamie Co. WI   | 4,612  | 1,340   | -3,272                            |
| Winnebago Co. WI   | 1,307  | 460   | -847                              |
| Portage Co. WI     | 572  | 1,042   | 470                               |
| Shawano Co. WI     | 464  | 1,199   | 735                               |
| Brown Co. WI       | 301  | 77  | -224                              |
| Waushara Co. WI    | 131  | 654   | 523                               |
| Fond du Lac Co. WI | 114  | 82  | -32                               |
| Wood Co. WI        | 76   | 34  | -42                               |
| Marathon Co. WI    | 64   | 96  | 32                                |
| Milwaukee Co. WI   | 58   | 5   | -53                               |
| Elsewhere          | 484  | 253   | -231                              |

Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files





## Industry Employment -

### Introducing NAICS (North American Industry Classification System)

Starting in January 2003, employment data has been based on NAICS rather than SIC. Most labor market users are quite familiar with the SIC (Standard Industrial Classification) system. The SIC system was developed in the 1930s as a measure of the nation's economy. The system has been revised nearly every ten years since that time, but it is still closely tied to manufacturing industries, as manufacturing represented nearly 50 percent of the economy then. The old SIC system not only emphasized manufacturing, but was also based on ownership rather than

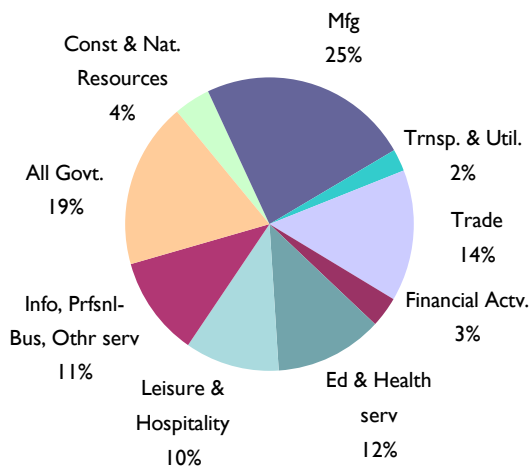
output. If a manufacturer owned a store, it might be included with manufacturing employment rather than retail trade.

Since the inception of the SIC system, the nation's economic base has changed from manufacturing to service based. Less than 12 percent of the nation's nonfarm wage and salary employees are working for a business involved in the manufacturing process. Waupaca County has one fourth of its employment in manufacturing making it the largest single industry group in the county. This exceeds the national average and is above the state average of 19 percent.

With the change in the classification system, there is not a direct crossover to make a simple comparison with previous year's data. The table below shows an approximation of the difference in the classification systems. The new system places a stronger emphasis on the service sectors which have been growing faster than the goods producing sectors during the last 30 years. This should provide planners and counselors better and more timely information on changes that have occurred in the community and to project future change.

(Continued on page 7)

### Waupaca County Industry Distribution: 2002



### 2002 Industry Employment in Waupaca County: A comparison of two classification systems

| NAICS Super-sectors   | Employment | Distribution | SIC Industry Divisions                         | Distribution |
|---|------------|--------------|--|--------------|
| Construction, natural resources & mining                      | 897        | 4%           | Construction & Mining                          | 4%           |
| Manufacturing   | 5,080      | 24%          | Manufacturing                                  | 28%          |
| Transportation, warehousing & utilities                       | 526        | 2%           | Transportation, utilities & communication      | 4%           |
| Trade (wholesale & retail)                                    | 3,081      | 14%          | Wholesale trade                                | 4%           |
|   |            |              | Retail trade                                   | 18%          |
| Financial activities  | 716        | 3%           | Finance, insurance & real estate               | 3%           |
| Information, professional & business services, other services | 2,388      | 11%          | Services & misc (incl. agr, forestry, fishing) | 20%          |
| Education and health services                                 | 2,573      | 12%          | Government                                     | 18%          |
| Leisure & hospitality   | 2,248      | 10%          |  |              |
| Government  | 3,955      | 18%          |  |              |

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

## Waupaca County Workforce Profile

Of significance are the creation of new sectors of the information industry and the leisure and hospitality industry. These and other service sector jobs have shown more growth nationally and the additional data should be helpful in an area such as Waupaca County. Many of the positions in the service industries are professional jobs, and will require a higher percentage of college educated workers.

Of the county's ten largest industry groups, manufacturing makes up four. This is also true of the ten public and private business with the highest employment in the county, four of these are also in the manufacturing sector. While manufacturing has declined over the last few years, it is still an important industry in the county.

### Top 10 Industry Groups in Waupaca County

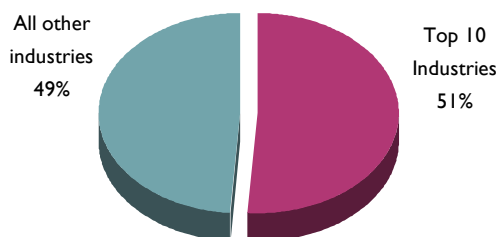
| Industry Group                           | March 2003 |           | Numeric change<br>2002 - 2003 |
|--|------------|-----------|-------------------------------|
|  | Employers  | Employees |                               |
| Nursing and Residential Care Facilities  | 15         | 2,130     | 37                            |
| Educational Services                     | 7          | 1,818     | 2                             |
| Food Services and Drinking Places        | 104        | 1,601     | -33                           |
| Primary Metal Manufacturing              | *          | *         | *                             |
| Publishing Industries                    | 11         | 733       | -10                           |
| Transportation Equipment Manufacturing   | 9          | 726       | 22                            |
| Food and Beverage Stores                 | 22         | 672       | 9                             |
| Ambulatory Health Care Services          | 51         | 637       | 25                            |
| Merchant Wholesalers, Nondurable Goods   | 22         | 565       | 38                            |
| Plastics & Rubber Products Manufacturing | *          | *         | *                             |

\*data suppressed to maintain confidentiality

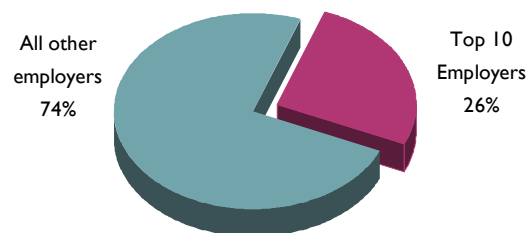
### Top 10 Employers in Waupaca County

| Company                          | Product or Service                                      | Size    |
|----------------------------------|---|---------|
| Waupaca Foundry, Inc.            | Iron foundries  | 1000 +  |
| Wisconsin Veteran's Home         | Nursing care facilities                                 | 500-999 |
| County of Waupaca                | Executive & legislative offices, combined               | 500-999 |
| School Dist. of Waupaca          | Elementary & secondary schools                          | 250-499 |
| School Dist. of New London       | Elementary & secondary schools                          | 250-499 |
| Sturm Foods, Inc.                | Other grocery and related products merchant wholesalers | 250-499 |
| Krause Publications, Inc.        | Periodical publishers                                   | 250-499 |
| Reynolds Consumer Products, Inc. | Plastics bag manufacturing                              | 250-499 |
| FWD Corp.                        | Motor vehicle body manufacturing                        | 250-499 |
| Clintonville Public School       | Elementary & secondary schools                          | 250-499 |

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003



## Waupaca County Workforce Profile

The average annual wage in the all of the industry sectors in Waupaca County is below the statewide average. This is fairly typical for a non-metro county in Wisconsin. Generally, wages are higher in the metropolitan areas and decrease as you get further from a metropolitan area.

The manufacturing sector has had several layoffs and shut-downs during the last three years, but the industry still pays the highest average wage of all of the industry sectors. This may not reflect a high hourly wage in all cases. Most of the jobs in the manufacturing industry are full time and often have overtime available. This is not true in some of the other industries where work may be part time or seasonal. Examples of these would be either trade or the leisure and hospitality industries.

### Average Annual Wage by Industry Division in 2002

|                                  | Average Annual Wage |                | Percent of | 1-year   |
|----------------------------------|---------------------|----------------|------------|----------|
|                                  | Wisconsin           | Waupaca County | Wisconsin  | % change |
| All Industries                   | \$ 32,422           | \$ 26,684      | 82%        | 3.7%     |
| Natural resources                | \$ 25,481           | \$ 24,435      | 96%        | 9.9%     |
| Construction                     | \$ 39,649           | \$ 29,840      | 75%        | -0.1%    |
| Manufacturing                    | \$ 40,584           | \$ 38,642      | 95%        | 8.2%     |
| Trade, Transportation, Utilities | \$ 28,422           | \$ 23,031      | 81%        | 3.2%     |
| Information                      | \$ 38,871           | \$ 29,015      | 75%        | -0.6%    |
| Financial activities             | \$ 40,337           | \$ 26,506      | 66%        | 4.0%     |
| Professional & Business Services | \$ 36,324           | \$ 20,901      | 58%        | 3.3%     |
| Education & Health               | \$ 33,768           | \$ 26,574      | 79%        | 2.2%     |
| Leisure & Hospitality            | \$ 11,837           | \$ 8,316       | 70%        | 2.3%     |
| Other services                   | \$ 19,500           | \$ 17,530      | 90%        | 7.3%     |
| Public Administration            | \$ 33,769           | \$ 23,029      | 68%        | -1.8%    |

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

Manufacturing has the largest share of workers of any industry in the county with 25 percent of the workers. More important to the county's economy is the portion of income it provides to the county in the form of wages. It provides over 35 percent of the all the wages paid in the county

### 2002 Employment and Wage Distribution by Industry in Waupaca County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

## Per Capita Personal Income

Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent) and transfer payments (social security, insurance, welfare, pensions) divided by mid year total population estimates.

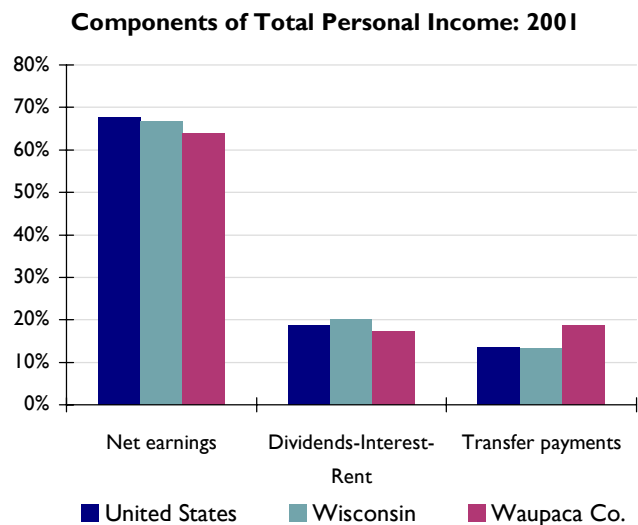
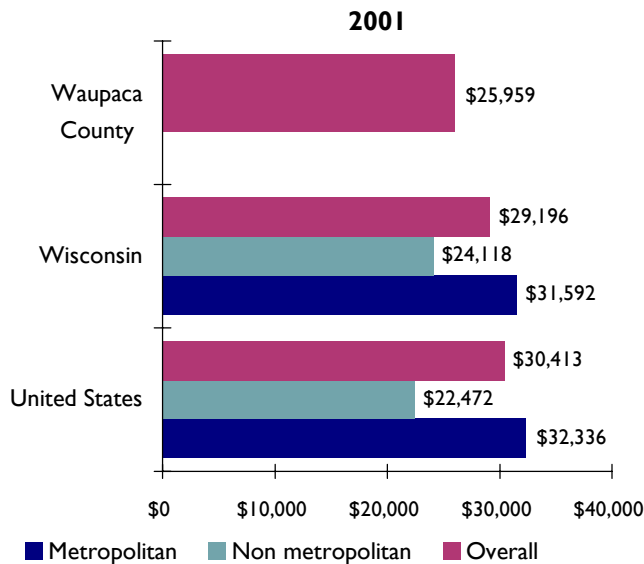
Like the state and nation, the majority of PCPI in Waupaca County comes from net earnings, with smaller percentages coming from dividends, interest payments and transfer payments. The percent of income from net earnings and dividends, interest

and rent payments is slightly lower than the state and national average. However this is offset with a greater percent coming transfer payments. This may represent the high portion of an older and retired population in the county

PCPI in the county is \$25,959. This is below the state level of \$29,196 and that of the nation. The growth rate for the county's PCPI over the last year was above the state and the nation, however, it has been slower over in the last five years.

**Per Capita Personal Income**

|                | 1996     | 1997     | 1998     | 1999     | 2000     | 2001     | Percent Change |        |
|----------------|----------|----------|----------|----------|----------|----------|----------------|--------|
|                |          |          |          |          |          |          | 1 year         | 5 year |
| United States  | \$24,270 | \$25,412 | \$26,893 | \$27,880 | \$29,760 | \$30,413 | 2.2%           | 25.3%  |
| Wisconsin      | \$23,301 | \$24,481 | \$26,004 | \$26,926 | \$28,389 | \$29,196 | 2.8%           | 25.3%  |
| Waupaca County | \$20,863 | \$21,907 | \$23,605 | \$24,058 | \$24,895 | \$25,959 | 4.3%           | 24.4%  |



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

### WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

[http://www.dwd.state.wi.us/lmi/wda\\_map.htm](http://www.dwd.state.wi.us/lmi/wda_map.htm)

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

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